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PROGRESS REPORT ON THE
CARIBBEAN ENTERPRISE FOR THE PRODUCTION AND
DISTRIBUTION OF PRINTED AND AUDIO-VISUAL MATERIALS



UNITED NATIONS

ECONOMIC COMMISSION FOR LATIN AMERICA Office for the Caribbean

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MANDATE

The Second Session of the Caribbean Development and Co-operation Committee requested the formulation of a project aiming at the creation of a Caribbean Enterprise for the Production and Distribution of Printed and Audio-Visual Materials, (paragraph 37 of the Report of the Second Session of the CDCC - E/CEPAL/CDCC/21/Rev.1 [E/CEPAL/1039]).

OBJECTS OF THE ENTERPRISE

The projected Enterprise is intended to constitute an integral part of a Caribbean system for Life-Long Education proposed to support and complete the formal educational systems by stimulating the cultural identification of the Caribbean people, the development and application of their creativity and the dissemination and sharing of their achievements.

The Enterprise is presented as a cultural development pole, responsible for accelerating on-going processes without modifying directly their content or their orientation. It is projected as the locus of Caribbean cultural exchange, in spite of and beyond existing language barriers.

The Enterprise aims at facilitating the process of formal education by providing more accessible textbooks and audio-visual materials, the application of educational innovations and the implementation of educational reforms. It will ensure that the links between the school system and the community will not suffer from a lack of channel of communication. Vocational training, hygiene, diffusion of technologies environment, as well as specific short-term campaigns will be enacted promptly and be readily available for similar purposes in member countries.

The Enterprise will also stimulate local production of cultural materials and alleviate the constraints faced by national financial resources presently engaged in servicing limited and isolated markets. It will develop new and more efficient vehicles of communication, multiply

the effects of messages oriented toward sub-regional issues and circumstances, and make it necessary to take account of the specific characteristics and interests of the public to be served.

The Enterprise is conceived within the framework of other CDCC projects creating institutional infrastructures for intra-Caribbean Technical Co-operation and underlines the links with the projected Network of Centres for Cultural Retrieval and Animation.

PRE-FEASIBILITY STUDY

A pre-feasibility study for the Enterprise is considered necessary and this study is estimated at US\$50,000.--. UNESCO, through its International Fund for the Promotion of Culture, has approved a grant of US\$40,000.--; CEPAL Office for the Caribbean will provide the additional US\$10,000.--.

The CDCC Secretariat is now in the process of commissioning papers from appropriate specialists on Caribbean or national situations related to:

- i) the production and distribution of books, journals and posters;
- ii) the production and distribution of records, cassettes and tapes;
- iii) the production and distribution of cultural programmes for radio and television.

The papers are expected to describe the technical requirements for producing and distributing the material referred to as well as an assessment of the present forms of production and distribution.

A sociologist or social anthropologist would examine these papers and would incorporate norms to ensure that CDCC mandates on social and cultural development are implemented in the process of production and distribution.

A Co-ordinator will then appraise these papers in the light of CDCC's and national objectives and requirements. The corporate and financial structure of the Enterprise will then be prepared by management, financial and legal experts.

The CDCC Secretariat has taken due note of the decision approved by the Standing Committee of CARICOM Ministers of Education in August 1977, to request:

"The CDCC and UNESCO to ensure that the proposed Caribbean Enterprise for the Production and Distribution of Printed and Audio-Visual Materials is planned in such a way as to meet the needs outlined at this Meeting for -

i) regional publishing of books;

ii) training in the production of books and educational materials."

It might be advisable to make a start with item (i) and proceed with linkages (e.g. item (ii)) as the Project becomes operational.

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The pre-feasibility study together with suggestions for location of the Enterprise will be submitted for decision to CDCC IV.

